



**City of Scottsdale
Tourism Advisory Task Force
Regular Meeting
Marked Agenda**

8:00 a.m., Wednesday, November 2, 2016
Arizona State University SkySong
1475 North Scottsdale Road, Scottsdale, AZ 85257
Global Conference Room: 201

1. Call to Order/Roll Call/Introductions

One or more members of the Task Force may be unable to attend the meeting in person and may participate telephonically, pursuant to A.R.S. §38-431(4).

Chairman John Holdsworth

Allan Henderson

Vice Chair Kate Birchler - **LEFT AT 11:34AM**

Taryl O'Shea

Andrew Chippindall - **ABSENT**

Sandy Schenkat

Kathy Duley

Susan Potje

Scott Eubanks

Fred Unger

Richard Hayslip

2. Public Comment

Citizens may address the members of the Task Force during Public Comment. If you wish to address the Task Force, please complete a Comment Card and submit it to a staff member. Speakers are limited to three minutes (five minutes if representing groups) to address the Task Force during "Public Comment" time. Arizona State law prohibits the Task Force from discussing or taking action on an item that is not on the prepared agenda. In addition, the Task Force may invite comments from members of the public on any agenda item.

3. Approval of Minutes

Task Force discussion and recommendation to approve the June 15, 2016 regular meeting minutes.

TASK FORCE MEMBER HAYSLIP MOVED TO APPROVE THE JUNE 15, 2016 REGULAR MEETING MINUTES AS AMENDED. SECONDED BY MEMBER SCHENKAT. MOTION CARRIED BY A VOTE OF 10-0. MEMBER CHIPPINDALL WAS ABSENT.



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING ROSE RIMSNIDER 480-312-2453 OR RRIMSNIDER@SCOTTSDALEAZ.GOV. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT ROSE RIMSNIDER AT 480-312-2453.

4. Downtown Scottsdale 2.0 Feasibility Study

Presentation, discussion and possible recommendation regarding Downtown Scottsdale 2.0 Feasibility Study.

Presenter: Dick Hayslip, TATF Liaison

Staff Contact: Karen Churchard, Tourism & Events Director

VICE CHAIR BIRCHLER MOVED TO RECOMMEND THAT THE TOURISM ADVISORY TASK FORCE REITERATE THEIR SUPPORT OF A CONSOLIDATED PLAN. SECONDED BY MEMBER HAYSLIP. MOTION CARRIED BY A VOTE OF 10-0. MEMBER CHIPPINDALL WAS ABSENT.

TASK FORCE MEMBER HENDERSON MOVED TO RECOMMEND THAT THE TOURISM ADVISORY TASK FORCE CHAIR SEND A LETTER OF SUPPORT FOR AMENDMENT TO REZONE THE MUNICIPAL USE MASTER SITE PLAN FOR CIVIC CENTER MALL TO BE READ AT THE NEXT COUNCIL MEETING. SECONDED BY MEMBER UNGER. MOTION CARRIED BY A VOTE OF 10-0. MEMBER CHIPPINDALL WAS ABSENT.

BREAK

9:19AM-9:32AM

5. TATF Working Group Updates

TATF Working Groups to provide updates and discussion of projects and may seek possible recommendations regarding AZ Central, Downtown, Events, Generational Change, Biking.

Staff Contacts: Karen Churchard, Tourism & Events Director

Steve Geigamah, Tourism Development Manager

6. [2016 Holiday Planning & Status](#)

Presentation, discussion and possible recommendation regarding the 2016 Holiday Plans for Downtown Scottsdale.

Staff Contact: Karen Churchard, Tourism & Events Director

7. Year Four Plan of TATF 5YR Tourism Strategic Plan

Presentation, discussion and possible recommendation regarding the TATF 5YR Tourism Strategic Plan.

Presenter: Valeri LeBlanc, PLACES Consulting

Staff Contact: Karen Churchard, Tourism & Events Director

8. [Staff Updates](#)

Staff to seek direction; provide updates, discussion of projects and tasks and possible Task Force direction or recommendations.

Staff Contact: Karen Churchard, Tourism & Events Director



9. Identification of Future Agenda Items and Meeting Dates, Times and Locations

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

10. Adjournment – 11:35AM

**Next scheduled meeting is December 7, 2016; 8:00 a.m.
SkySong, Global 201**



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